

Message Text

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PAGE 01 ROME 19576 292052Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----002205 292355Z /73

R 291801Z NOV 77
FM AMEMBASSY ROME
TO SECSTATE WASHDC 8826
USDOC, WASHDC
INFO AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL MILAN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL TRIESTE
AMCONSUL TURIN

UNCLAS ROME 19576

USDOC FOR R. GARNITZ, OIM

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: UNDER SECRETARIAL TASK FORCE, U.S. FOOTWEAR INDUSTRY:
TRADE DFAIRS IN ITALY

REF: A) STATE 263324, B) FLORENCE A-002 OF JULY 11, 1977,
C) FLORENCE 0718

SUMMARY. ALTHOUGH THERE ARE TWO ITALIAN TRADE FAIRS IN THE
FOOTWEAR/APPAREL SECTOR WHICH COULD BE SUITABLE FOR US PAR-
TICIPATION, EMBASSY DOES NOT RPT NOT RECOMMEND ANY SUCH INVOLVEMENT
IN TIME-FRAME SUGGESTED. BASED ON AVAILABLE DATA, MARKET HERE
FOR US FOOTWEAR IS EXTREMELY LIMITED. END SUMMARY.

1. EMBASSY BELIEVES THAT MARKET IN ITALY FOR U.S. FOOTWEAR
IS MINIMAL AND COULD NOT BE SIGNIFICANTLY AUGMENTED IN THE SHORT
TERM BY USG TRADE PROMOTIONAL EFFORTS. ITALY IS A WORLD LEADER
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PAGE 02 ROME 19576 292052Z

IN SHOW DESIGN, MANUFACTURE AND EXPORT; STATISTICS INDICATE THAT
EXPORTS EXCLUDING RUBBER FOOTWEAR) EXCEED IMPORTS BY A FACTOR
OF SIXTY TO ONE. WHAT MAJOR INTERNATIONAL SHOWS DO EXIST ARE
OVERWHELMINGLY SHOWPIECES FOR ITALIAN DESIGN AND EXPORT.
NEVERTHELESS, IMPORTS ACCOUNTED FOR 7 PERCENT OF DOMESTIC CON-
SUMPTION OF FOOTWEAR, ALL TYPES. POSSIBLE EXCEPTIONS, ALTHOUGH STILL
MINOR IN ABSOLUTE DOLLAR POTENTIAL, ARE SPECIALIZED SHOES (AS

SAFEHC BOOTS FOR MILL WORKERS OR MINERS), ORTHOPEDIC FOOTWEAR AND SOME KINDS OF SPORTS SHOES. ALSO, THERE MAY BE A LIMITED MARKET FOR HIGHER PRICED MEN'S AND LADIES' U.S. FOOTWEAR ON BASIS OF DURABILITY, AND IMPORT-APPEAL, BUT THIS NEEDS CONFIRMATION THROUGH MRKET RESEARCH. NOTE THAT REFERENCED AIRGRAM (THE ANNUAL CERP REPORT N SHOES AND LEATHER PRODUCTS) CONTAINS MORE DETAILS ON THIS INDUSTRY.

2. FOR THE RECORD, REQUESTED DETAILS OF TRADE FAIRS IN FLORENCE AND BOLOGNA ARE CONTAINED IN FLORENCE 0718, WHICH WE ARE REPEATING TO STATE AND USDOC.GARDNER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: ROME
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t1977118/aaaaagju.tel
Line Count: 73
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 263324, 77 FLORENCE A-2
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 31-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 659853
Secure: OPEN
Status: NATIVE
Subject: UNDER SECRETARIAL TASK FORCE, U.S. FOOTWEAR INDUSTRY: TRADE DFAIRS IN ITALY
TAGS: BEXP, IT
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/8918b71e-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009